Cycling tourism development in Romania
Zagreb – 24 November 2015
Cycling tourism in Romania

- Cycling tourism is at the very beginning although it is growing
- Only few thousands of tourists on bike each year
- The landscape and cultural variety are promising
- Few organizations are pioneers in the field
- Lack of information, especially for foreigners
- Underdeveloped infrastructure
Outhentic Cycling Romania is a social entrepreneurship initiative developed with the support of ROI Association (www.aroi.ro), aiming to involve the local communities.

With bike touring we inspire Romanians to appreciate their country and to value the natural potential, the national traditions and the beautiful people here.

The initiator is Mircea Crisbășanu, a former student abroad, passionate about bike touring and contributor at National Geographic Traveler.
Supporting the sustainable development of visited rural communities

Promoting the Romanian region along the Danube, part of EuroVelo6 cycling route

Providing information for more than 500 objectives and attracting foreign and Romanian tourists in the area (video)

Identifying partners – authorities and NGOs for a better capitalization of local tourism potential
Our projects: Dealu Mare cycling route network

Eco-tourism developing – one of the key strategies for enhancing the potential of the region

Developing a network of sign-posted cycling trails

Organizing cycling events for promoting the destination

Involving local actors: young volunteers, companies, wine cellars, local town halls, tourism developer
Actual legal initiatives

**Federation of Bicyclists in Romania (FBR)** is an official body established since 2007 - [http://www.biciclisti.ro/](http://www.biciclisti.ro/)

**Clubul de Cicloturism Napoca (CCN)** is an NGO and an active promoter of bike tourism in Romania

CCN organizes yearly network meetings (ProVelo conferences) between cycling tourism organizations

FBR & CCN constantly pushed the ministries to legally support the establishment of the **National Marked Bike Routes Network of Romania (RNTCMR)**
RNTCMR - The proposed document

Contains:
- the **design features and procedures** for marking and homologation of cycle tourism routes,
- the itinerary of some specific national and regional bike routes,
- **compatibility** between the various local initiatives in terms of marking, promoting
- the **link & integration** with European network EuroVelo (EV6 & EV13 cross Romania)
- standards for **cycling friendly accommodations** and **cycling guides**, 
- classic and online bike tourism **guides and maps**
What is next?

- Continue to empower and consolidate **network connections** between cycling tourism stakeholders
- Create a **basic concept proposal** to be later addressed to Romanian ministries
- **Create a national EuroVelo coordinating center** that actively promotes the EV and the national cycling routes in Romania
- Look back and **use the instruments** we already have

**Create a better and healthier world for our children and for the generations to be!**
Thank you!

Outhentic Cycling Romania is an initiative supported by ROI Association - [www.aroi.ro](http://www.aroi.ro)

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